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Youth Safety & Wellbeing Deep Dive

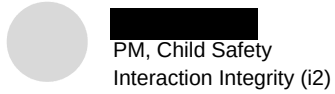
Youth XFN, February 2021

Agenda

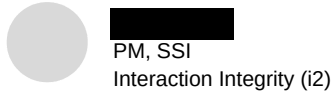
- 1 Safety Policy Team Intros
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- 3 Regulatory Landscape
- 4 Prioritization Rankings
- 5 Safety Policy H1 Roadmap

Key Product Partner Teams

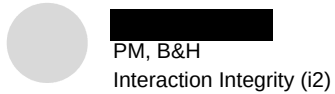
Child Safety, Community Integrity



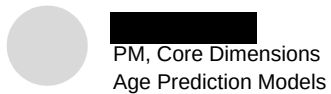
Suicide & Self Injury, Community Integrity



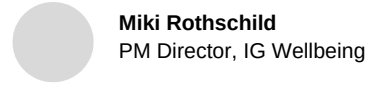
Bullying & Harassment, Community Integrity



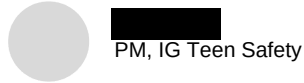
Core Dimensions (Age Model owners)



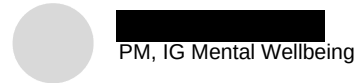
IG Wellbeing



IG Teen Safety



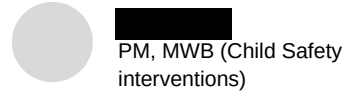
IG Mental Wellbeing



IG Bullying & Harassment



Messenger/IGD Wellbeing

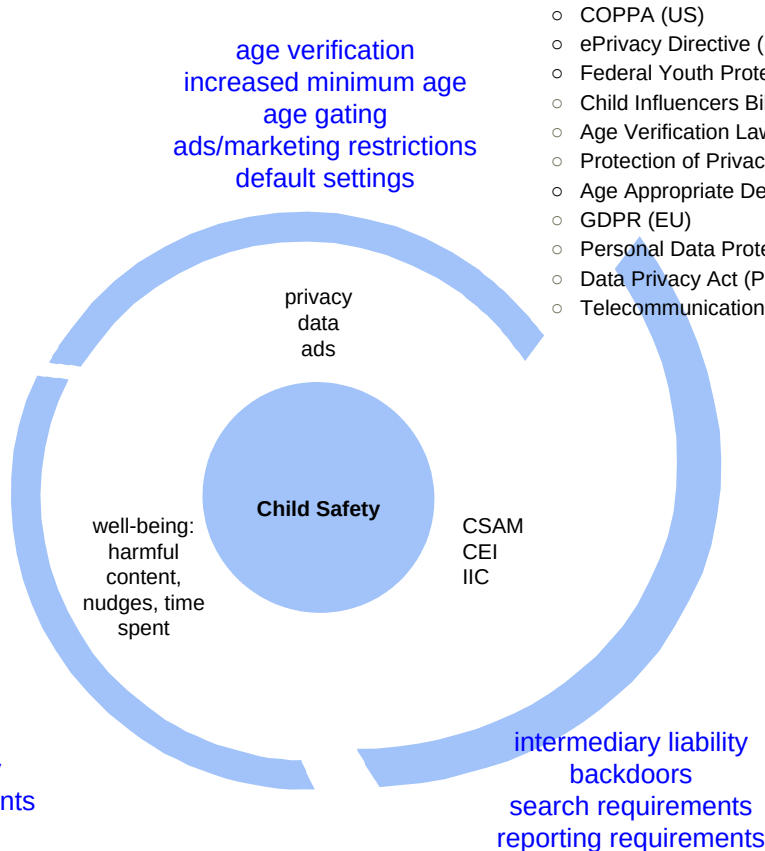


Regulatory Landscape

Child safety concerns are driving legislation

- Online Harms Bill (UK)
- NetzDG 2.0 (DE)
- Enhancing Online Safety Act (AU)
- Proposed draft legislation re: body image (US, California)
- AVMSD (EU)
- KIDS Act (US)
- CAMRA Act (US)
- Protection of Children and Teenagers From Violence Law (ES)
- Missinfo Bill (BR)
- Child and Adolescent Act Amendments (BR)
- Cybersecurity Bill (CH)
- Women & Equalities Commission enquiry on body image (UK)
- Molly Russell inquest (UK)
- Samaritans Online Excellence in Suicide Prevention partnership (UK)

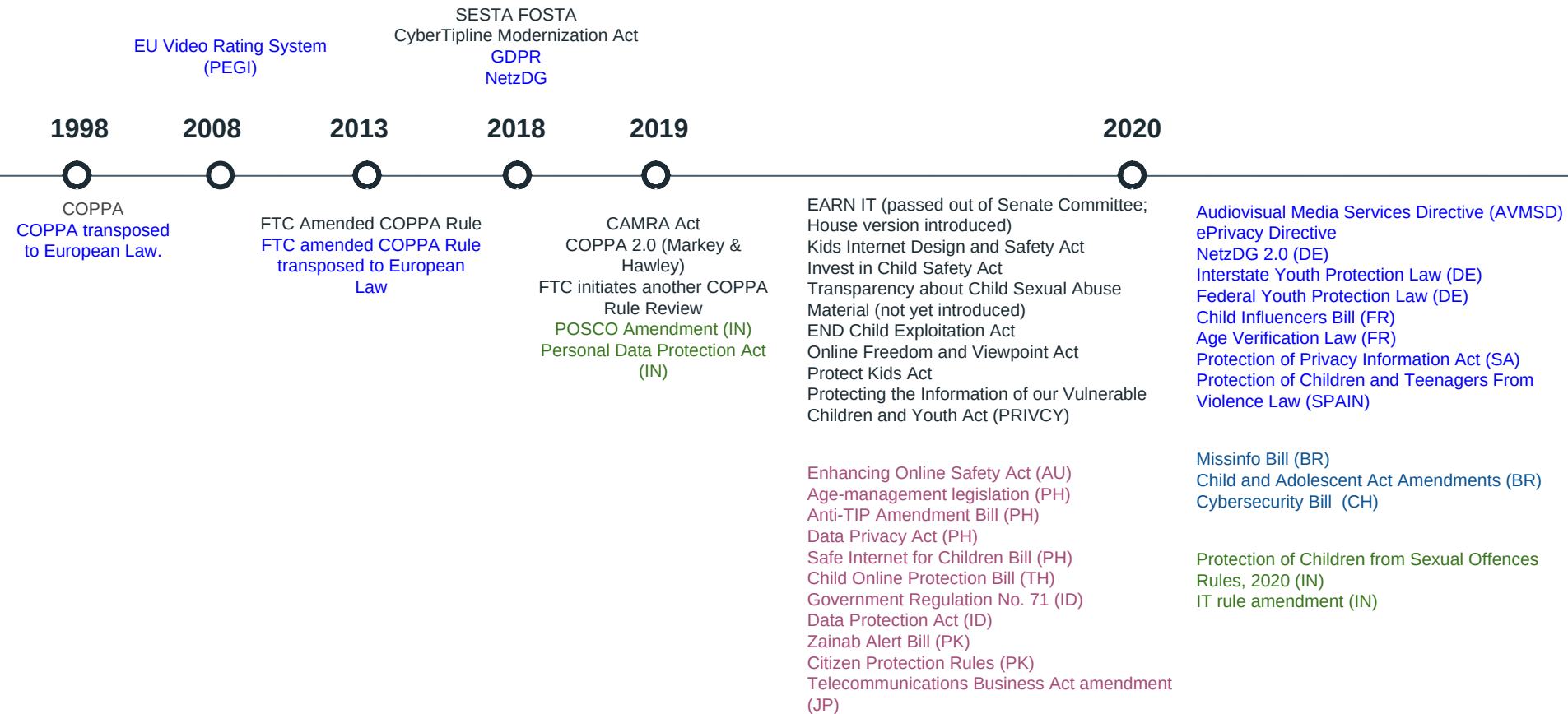
“duty of care”
safety by design
parental controls
content ratings
executive liability
reporting requirements
transparency
user appeals



- COPPA (US)
- ePrivacy Directive (EU)
- Federal Youth Protection and Interstate Youth Protection Laws (DE)
- Child Influencers Bill (FR)
- Age Verification Law (FR)
- Protection of Privacy Information Act (SA)
- Age Appropriate Design Code (UK)
- GDPR (EU)
- Personal Data Protection Act (IN)
- Data Privacy Act (PH)
- Telecommunications Business Act (JP)

- EARN IT (US)
- DoJ Recommendations on Reforming Section 230 (US)
- Kids Internet Design and Safety Act (US)
- Online Safety and Media Bill (Ireland)
- PACT Act (US)
- Safe Internet for Children Bill (PH)
- Child Online Protection Bill (TH)
- Zainab Alert Bill (PK)
- Protection of Children from Sexual Offences Rules, 2020 (IN)

Child safety regulations are gaining momentum



Child safety regulations gaining momentum



2021

Section 230 Reforms (EARN-IT and PACT Act)

Online Safety Bill (AU)
Illegal Filmed Content bill (South Korea)
Secrecy of Communications Act + B&H
Regulation (JP)
MR5/2020 & PDP Bill (ID)
Online Safety Bills (PH)
Parental Consent for u20 (TH)
Invest in Child Safety Act (US)

UK Online Harms Bill (UK)
UK Age Appropriate Design Code (UK)
ePrivacy Regulation
Online Safety and Media Regulation Bill (IE)
Online Safety and Media Regulation Bill (IE)

NCII criminalization (MX)
Grooming Educational Program (AR)
Regulating Minors Data Online & Ads for Minors (BR)



2022

Child safety fueled regulations pose business risk

Proposed legislation often takes draconian approach to issues like intermediary liability, age of consent, and age verification, includes highly problematic provisions like individual criminal liability and mandated technical requirements (e.g., backdoors, traceability, user surveillance), and is popping up across countries that matter to us either because they have jurisdiction (e.g., US), we are seeking to grow there (e.g., India), or they influence an entire region (e.g. AU-APAC).

Key Trends

- Spillover and international coordination
- Targeting companies w/very large user base
- Singling out social platforms
- Bi-partisan alignment w/LE re content access
- Limits on business model
- Fueling advertiser concerns

Regulatory Activity

Prioritization Rankings

Global Youth Regulatory Themes*

* Ranked by frequency/urgency

Age Verification	Age verification is both an independent requirement and necessary foundation for all other requirements. We're expected to deploy increasingly sophisticated age verification measures to accurately identify the age of users (U13), teen/non-teen (U18), and potentially age of consent (U13-U20) to enforce minimum age requirements for registration and provide only age appropriate experiences to teens (encompassing controls, transparency, and product features). To meet these expectations, we'll need to invest in age verification measures beyond our present state.
Profiling	Regulators are increasing scrutiny of youth profiling for advertising and content recommendation purposes. They require (India PDPB, EU Fundamentals) a prohibition on profiling minors or that profiling be turned off by default (AADC). There is focus on prohibiting uses of data that are detrimental to well-being, inconsistent with industry codes, or that are purely to extend engagement. We'll also need to explore better preventing display of regulated category ads (e.g. alcohol, gambling) and updating policies to label and prohibit HFSS (high fat, sugar, sodium) ads. In addition to ads profiling restrictions, there is specific pressure to limit use of children's data for profiling more generally, particularly when serving content and friending recommendations (e.g. PYMK, GYMK, Explore). We'll need to explore broad changes to recommendation systems.
Default Settings	As required by European, Indian, and US regulation (and likely to follow NZ, AUS, and Brazil) and thinking beyond to a global standard, we need to set high-privacy default settings for children and teenagers across our apps (e.g. no public visibility for profiles, restricted sharing defaults, restrictive ads settings, limited data processing, etc.).
Age of Consent & Parental Consent	Countries vary widely in their current or upcoming (2021) minimum digital age of consent (13-20), and some require parental consent to process data from users below the age of consent. Some provisions further require the parent be "verified" as well. We need to figure out an internal approach for H1 2021 and beyond that reconciles these digital age of consent differences and considers roadmap realities.
Transparency and Education	Proactive efforts to educate minors on privacy and provide information about children's data and their rights as data subjects in age-appropriate formats that minors can clearly understand, with a focus on the use of visual aids and gamification
Standards & Accountability	Youth Design Standards & changes to Privacy Review that ensure we build and design products that are in line with the "best interests of the child" as required in the EU, UK, Brazil, India, and numerous LATAM, MEA & APAC countries. This standard is rooted UN Convention on the Rights of the Child.
Parental Controls	Parental controls allow parents or guardians to restrict access to inappropriate content and place limits on a child's online activity, thus mitigating the risks that the child might be exposed to, e.g. time limits, restricting internet access to pre-approved sites only and restricting in-app purchases. There is ongoing work here that we should make sure stays connected to other Youth workstreams and decision-making.
Content Rating/ Labelling	As part of AVMSD requirements, explore user-led content rating/labelling mechanisms, e.g. declare at upload whether in the user's view the content could be potentially harmful and which category it would fall into. There are self-rating system prototypes like You Rate it (NICAM). There are existing age-labelling systems in operation already that we should explore.

Global Youth **Safety Policy** Regulatory Themes *(ranked by frequency/urgency)*

1	Age Verification	Age verification is both an independent requirement and necessary foundation for several other requirements, including all of our child protection measures in product . We're expected to deploy increasingly sophisticated age verification measures to accurately identify the age of users to enforce minimum age requirements for registration, request parental consent where required, and provide only age appropriate experiences to teens (encompassing controls, exposure to content, transparency, and product features). To meet these expectations, we'll need to invest in age verification measures beyond our present state, especially on Instagram which currently lags behind FB on age verification; 100% of FB accounts have a stated age, while only 66% of IG accounts have a stated age.
2	Age Appropriate Experiences: Default Settings+	Default settings must be set to protect from inappropriate experiences and cover things like recommendations and Newsfeed algorithms. For safety, priority would be prevent potentially dangerous interactions with people and prevent potentially harmful interactions with content first, then deal with data processing issues.. As required by European, Indian, and US regulation (NZ, AUS, and Brazil likely to follow) and thinking beyond to a global standard, we need to set high-privacy default settings for children and teenagers across our apps (e.g. no public visibility for profiles, restricted sharing defaults, restrictive ads settings, limited data processing, etc.).
3	Age of Consent & Parental Consent	Countries vary widely in their current or upcoming (2021) minimum digital age of consent (13-20), and some require parental consent to process data from users below the age of consent. Some provisions further require the parent be "verified" as well. We need to figure out an internal approach for H1 2021 and beyond that reconciles these digital age of consent differences and considers roadmap realities. Some initial shared understanding and decisions here will be essential as input to Age Verification capabilities and timing, while the full scope of issues here may not take shape until later.
4	Transparency and Education	Proactive efforts to educate minors on safety in age-appropriate formats that minors can clearly understand, with a focus on the use of visual aids and gamification
5	Content Rating/ Labelling	As part of AVMSD requirements, explore user-led content rating /labelling mechanisms, e.g. declare at upload whether in the user's view the content could be potentially harmful and which category it would fall into. There are self-rating system prototypes like You Rate it (NICAM). There are existing age-labelling systems in operation already that we should explore.
6	Standards & Accountability	Youth Design Standards & changes to product launch reviews that ensure we build and design products that are in line with the "best interests of the child" as required in the EU, UK, Brazil, India, and numerous LATAM, MEA & APAC countries. This standard is rooted UN Convention on the Rights of the Child.
7	U13 Parental Controls	Parental controls allow parents or guardians to have even greater ability to restrict access to content and place limits on a child's online activity, thus mitigating the risks that the child might be exposed to, e.g. time limits, restricting internet access to pre-approved sites only and restricting in-app purchases. There is ongoing work here that we should make sure stays connected to other Youth workstreams and decision-making. Note: For any apps/product experience specifically targeting u13s, parental controls become priority #1 (e.g. Messenger Kids).

Youth Safety & Wellbeing Priority Themes: Key Risks in H1 2021

Encryption/Child Protection

Age
Verification

Default
Settings+

Transparency &
Education

Standards &
Accountability

U13 Parental
Controls

- We expect continued and increasing attention on encryption and its connection to child protection overall in 2021 fueled by a spike in cybertips in NCMEC during this period, by upcoming product advancements toward interoperable e2ee messaging and by changes in the policy landscape. Multi-national and multi-sector bodies, including the Five Eyes, the EUFI, and the WePROTECT Global Alliance, are driving a coordinated campaign against our e2ee plans, which has caught the attention of our advertising clients as well as large foundations such as the Oak Foundation and Skoll, and driven shareholder inquiries.
- To push back against calls for back door access or to stop e2ee altogether, we must build child safety protections for minors and drive down child exploitation prevalence on our platform. Our ability to do this is largely hamstrung by our inability to verify age and predict age globally because most, if not all, of our product interventions and child safety mitigations depend on our ability to detect minors (and age-lying adults) accurately.

Age Verification/Age Appropriateness

Age
Verification

Default
Settings+

Age of Consent & Parental
Consent

Transparency &
Education

Content
Rating/Labeling

Standards &
Accountability

U13 Parental
Controls

- With so many pieces of age management legislation coming into effect in 2021 and tech companies actively engaged in consultations with governments, demands to demonstrate robust age verification and build age appropriate experiences have returned to the top of policymakers' agendas. Gaps in this area fuel online harms legislation and regulation of various kinds, as well as negative stakeholder feedback and PR.
- With a few key product changes, regulatory collaboration and investment in research, we can prevent ill-considered legislation. We can show demonstrated commitment to improve age verification at-registration, advance our age models on IG and across global markets, and provide privacy/safety by-default settings as we roll out new product experiences (i.e. IG creator monetization, Shops, IG Youth, MK age up strategy, etc.)

Youth Wellbeing

Age
Verification

Default
Settings+

Age of Consent & Parental
Consent

Transparency &
Education

Content
Rating/Labeling

Standards &
Accountability

U13 Parental
Controls

- The IDPC's discussion regarding our SSI classifiers, the coroner's inquest into the cause of Molly Russell's suicide, all keep our approach to addressing SSI content an area of high risk, including ED content for IG, fueling online harms legislation to ensure we behave responsibly. At the same time, the IDPC and some health policy experts raise privacy related questions w/r/t our work in this area, creating tension between those who push for increased scanning and those who want us to take a more privacy sensitive approach. This tension begs for a forward leaning approach involving both sets of stakeholders to come to agreed upon norms.
- While we have made product adjustments to address some wellbeing concerns (i.e. changes to Newsfeed, hiding likes on IG, etc.), thought leaders and academics continue to ask questions about the impact of our apps on the social and emotional development and wellbeing of young people (see, e.g., "Social Dilemma" documentary). Areas of focus include: anxiety (e.g., FOMO), social comparison (e.g., pressure to be thin), "addiction" (e.g., time spent and rabbitholing) and bullying. This is particularly true for IG given skews younger.

Existing Efforts: Prioritization Rankings

Goal	Theme	Status	Primary Owner	Ranking
Prioritize proactive age verification and enforcement measures at pre-installation and at-registration.	All	Not started	Youth XFN	P0
Improve age models for detection and child protection measures post-registration and for existing users (i.e. prevent unconnected adults from messaging minors). Specific risks and immediate vulnerabilities in our current models: (1) they do not work as well in emerging markets; (2) we do not have global coverage; (3) they do not work as well on IG; (4) we have no way to detect age-lying adults who pretend to be minors in order to groom real minors, a tried and true method that creates great harm at-scale -- just one of these investigations resulted in >50K newly produced CEI videos, ~2K minor victims, victims as young as 8 years old.	All	Not started	Youth XFN; Core Dimensions (CPP); Identity Integrity	P0
Conduct an age audit: Review our default settings and gating for minors, pressure test them to identify improvements and implement them.	All	Age verification sprint ongoing	Youth XFN	P0
Prioritize cross-enforcement of u13s and clear backlogs of u13s (we continue to accumulate large backlogs every half, currently at 780K u13s across FB/IG b/c we are not sufficiently resourced to conduct bare minimum u13 enforcement in response to user reports).	All	In progress but not sufficiently resourced and prioritized	Identity Integrity	P0
Create an u18 checkpoint to effectively manage gating u18s from 18+ products	All	Not started	No owner	P0
Productionise "Intent Model" for CEI uploaders & contextualize NCMEC numbers	E2EE/Child Protection	In Progress but Child Safety analytics under-resourced	Child Safety CI	P0
Automate groomer disables: our biggest enforcement gap in relation to age for child safety is our inability to automate decisions accurately to enforce against groomers. Our best available age model only determines teen/non-teen and cannot determine age gaps at a granular level which hampers our ability to action our policies, which rely on making specific age determinations, i.e. if the victim is 14 years old or younger and the offender is 18, disable and escalate but if the victim is 15 and the offender is 18, checkpoint the offender. However, single-year granularity is really difficult to achieve with machine learning models. Thus, we'd also need additional human reviewer investment to get better at this.	All	Not started	Youth XFN; Core Dimensions; Child Safety CI	P0
Advance default settings (both backend and UI facing controls) that protect minors, including private by default settings and minor protections for new Identity systems (including Profile+, Contextual Profiles, and SOAPs)	All	Not started	Youth XFN	P0
Advance minor protections further up the funnel on IG and understand discoverability paths to harmful interactions with actors and content, i.e. remove minors from recommendations surfaces for likely violators, and continue to use IIC/actor heuristics as carveouts or signal to prevent riskiest users from accessing high-risk features or connecting with one another and minors.	All	In Progress (reliant on Child Safety CI for measurement and CoreDims age models); Video Chat at-risk for H1 b/c of Armadillo resource constraints.	IG Teen Safety; Surface teams; Child Safety CI & CoreDims support	P0

Goal	Theme	Status	Primary Owner	Ranking
Improve IIC Tier 2 measurement on FB & IG; This includes longer term work on classifier global resiliency and efficacy for young users. Most of our ML models are trained on adult<>minor conversations or adult conversations and may not perform as well on u13 or young teen conversations. We're already seeing that grooming on IGD manifests differently than it does on FB and our IIC classifiers need to be re-trained.	- E2EE/Child Protection - Age Verification/Age Appropriateness	Not started; needs more resources and human labelling capacity.	Child Safety CI; IG Teen Safety; MK Integrity (not prioritized)	P0
Expand resourcing of FB complex object and IG holistic profile review - while this is one of the most time consuming and expensive types of review, it is also relevant to complex entities like IG profiles and accounts where a single post or simple entity does not always provide the full picture.	E2EE/Child Protection	Made substantial progress in H2; next step is to improve coverage for FB Groups/Pages Expanded IG holistic profile review to cover implicit minor sexualisation in H2; next step is to improve coverage across all problem areas and review greater volume of profiles	Child Safety CI/CO	P0
Reach restrictions for unconnected adults to minors	- E2EE/Child Protection - Age Verification/Age Appropriateness	MSGR XAC covered in H2; Approved for launch on IG in-network; Remaining gap, MSGR adult-->IGD minor at-risk for H1 b/c of Armadillo resource constraints	MWB; Child Safety CI	P0
Extend existing Safety Notices in MSGR to IGD; Remediate Safety Notices in EU.	All	In progress. Remediation in EU at risk.	MSGR Wellbeing (MWB)	P0
Integrate Get Digital guides and other parental education and digital literacy resources for kids in-app for MK.	All	Not started	MK; Safety Policy	P0
Launch full SSI classifiers in EU to get parity with ROW.	Wellbeing	Not started	SSI CI, Safety Policy	P0
Drive down prevalence of public content related to CSAM, minor sexualization, and drive down searchability (and if improving minor sexualization classifier helps with FRX/mVPV reduction, we'll do it)	E2EE/Child Protection	In Progress	Child Safety CI/CO	P0
Demonstrate behavioral changes through prevention experiences and drive down NCMEC report #'s with product interventions, i.e. depth limits, group size limits , safety notices, friending limitations, CEI search term deterrence interventions for worst offenders on FB, Post-offense education in MSGR, etc.	E2EE/Child Protection	In progress but needs more resources, i.e. more Child Safety analytics HC , to speed up in light of ePD/Armadillo impact on e2ee timeline.	Child Safety CI; Product Interventions; IG Teen Safety; MWB; Online Safety	P0
Ship updated Eating Disorder classifier & develop new specific product entypoints providing resources for ED content on IG	Wellbeing	In progress; both on track for H1 completion	SSI CI	P0

Goal	Theme	Status	Primary Owner	Ranking
MK e2ee solution	All	In progress but very early	MK	P0
In-product u18 specific user education on safety and privacy tools (i.e. unique user education at sign-up)	All	Not Started	Youth XFN	P1
Launch Youth Design Guides for product teams; Develop a "Safety by Design" process; Integrate with PXFN and iXFN launch process.	All	In Progress	Youth XFN; Safety Policy, Privacy Policy	P1
Develop 13-16 yo, 16-18 yo, and 18+ experiences; Will require research resources.	All	Not Started	Youth XFN	P1
Implement User Strike Policy for SSI Promotion and launch proactive classifier improvements from SSI Tiering	Well-Being	Not Started	SSI CI, OCP	P1
Integrate SSI Borderline Demotions & build out Borderline ED Policy and labeling	Well-Being	In progress	SSI CI, OCP, Safety Policy	P1
Increasing downranking of IG SSI accounts based on profile indicators (i.e. username, bio)	Wellbeing	In progress; on track for H1 completion	SSI CI; IG CQP	P1
Introduce safety and account setting reminders more frequently for people who experience a spike in popularity / engagement on IG Reels to protect young creators	- Wellbeing - Age Verification/Age Appropriateness	Not Started	Reels; IG Teen Safety	P1
Lower rates of recidivism	All	In Progress but needs more resources. Ongoing SUMA experiment with IIC actors. Results are promising--prevalence delta between test and control is -45% and show that actor-level restrictions can amplify our ability to prevent recidivism on our platform but no work started on age liars and other child safety violators; our device disable methods are woefully inadequate.	Actor Accountability	P1
Expand coverage of child safety user report tags	E2EE/Child Protection	In Progress	Child Safety CI	P1
Allow reporters to give us information on whether an account's behaviour is suspicious, even if the content being posted isn't e.g. account has very few posts but is frequently seen posting comments on minors' accounts, or only follows minors.	E2EE/Child Protection	Not started	No owner	P1

Goal	Theme	Status	Primary Owner	Ranking
Refine sex trafficking classifier to better focus on minor sex trafficking	- E2EE/Child Protection - Age Verification/Age Appropriateness	In progress; Sex trafficking classifier is live with plans to launch minor-specific workflow. Testing of additional age input to combat minor trafficking more directly being considered.	Human Exploitation CI	P1
Build Live proactive CEI detection	E2EE/Child Protection	De-prioritized	Realtime Integrity	P1
Develop content independent CSAM detection tech, in-call reporting with evidence capture to ensure reviewability upon report, user education/self-remediation interventions before, during or, after (i.e. safety notices, upsell reporting/blocking)	All	Unfunded in H1 b/c of Armadillo resource constraints and de-prioritized.	Rooms/Remote Presence; Child Safety CI; FB Live	P1
Develop X-industry video hash sharing	E2EE/Child Protection	Needs more resources: Initial conversations underway in collaboration with Thorn.	Safety Policy	P1
Better Engineering: Reduce maintenance costs and increase execution speed in child safety	E2EE/Child Protection	In Progress	Child Safety CI	P1
Parental Controls for Oculus	All	In progress; Oculus is the only gaming platform without parental controls. Account Unification across FoA puts Oculus on notice of users' ages but as a platform they will largely pull from FB data to predict age, backend protections for minors will also rely upon improving our age models.	Oculus	P1
Execute 5 scaled network disruptions of CEI-sharing communities	E2EE/Child Protection	In Progress	Online Safety i3, Child Safety CI/CO	P2
Hold the line for banking action precision 94%	E2EE/Child Protection	In Progress	Child Safety CI/CO	P2
Increase MMS 'upload time recall'	E2EE/Child Protection	In Progress	Child Safety CI/CO	P2
Allow people to access sets of predetermined terms from leading safety orgs that they can bulk-filter out from their comments and DMs. Make this a visible option within the app that people can enable e.g., "mute list of words generated by NNEDV"	Wellbeing	Needs more resources: Initial idea has been considered by MWB product team but unlikely to be prioritised for MVP launch of Muted Words in IGD; this does not currently exist on Messenger.	MWB	P2

Safety Policy H1 Roadmap

ROADMAP

Safety, Health, and Well-being Policy

PRIORITY	GOAL	OWNER	TIMELINE
CHILD SAFETY: minimize operational, regulatory and brand repercussions w/r/t e2ee and “inappropriate” experiences; advance safety to unlock youth product opportunities			
P 1	Seek or build specific data, product mitigations, programs and resources to support encryption resilient child safety narrative; strategically deploy encryption resilient child safety narrative	Antigone	Q1-Q3
P 1	Advance development of Youth Team and corresponding product work	Antigone	H1
P 2	Support development of alternative, encryption-protective regulatory regime for child exploitation	Antigone	H1
P 2	Rolling launch of signature global digital literacy program	Antigone	H1
HEALTH AND WELL-BEING: Minimize operational, regulatory and brand repercussions related to SSI anti-vax/vax-misinfo and well-being concerns (e.g. addictive use); advance health and well-being initiatives			
P 1	Hire well-being expert to lead SSI efforts and develop and advance well being strategy, support well-being initiative	Antigone	Q1
P 1	Across policy, product and partnerships develop and advance Health Team priorities (specifically COVID 19)	Antigone	H1
P 2	Advance classifiers, policies and resources to close gaps between our approach to SSI and recommendations by advisors	Antigone	H1

ROADMAP

Safety, Health, and Well-being Policy

PRIORITY	GOAL	OWNER	TIMELINE
HEALTH AND WELL-BEING: Minimize operational, regulatory and brand repercussions related to SSI anti-vax/vax-misinfo and well-being concerns (e.g. addictive use); advance health and well-being initiatives			
P 1	Hire well-being expert to lead SSI efforts and develop and advance well being strategy, support well-being initiative	Antigone	Q1
P 1	Across policy, product and partnerships develop and advance Health Team priorities (specifically COVID 19)	Antigone	H1
P 2	Advance classifiers, policies and resources to close gaps between our approach to SSI and recommendations by advisors	Antigone	H1

ROADMAP

Safety, Health, and Well-being Policy

PRIORITY	GOAL
DEPRIORITIZED due to budget constraints	
DEPRIORITIZED	TC Project Protect This reflects a public commitment Sheryl made to manage UK/US e2e issues. \$2M first year, \$1M thereafter. Working with TC to make \$2M cover first two years. Flagging now expectation was/is to fund \$1M annually.
DEPRIORITIZED	Crisis Text Line This \$500K reflects a commitment made by Elliot and Stan in response to tense negotiations with CTL regarding their inclusion in our SSI reporting flow. We flagged that CTL would have an expectation of an annual contribution of the same size (something Google does for similar collaborative work). Additionally, OS and CI are working closely with them on CSOM, perhaps they have some funding to offer? If not, we will need to turn to funds held back by Neil.
DEPRIORITIZED	Digital Wellness Lab With company still in understand phase w/r/t digital wellness we need to demo our commitment to the issue. We asked for \$1M, we'd like to give them at least \$500K but only have \$300K in our budget. Our plan is to collect from Oculus, IG and FB and come in with \$500K across Family of Apps to be a part of the announcement but we do not presently have those commitments.
DEPRIORITIZED	NCMEC Downloader Tool This tool continues to be highly valuable in demonstrating our commitment to helping prioritize the most urgent child abuse cases for investigation. We also see it as our only realistic way to get LE feedback on the relationship of our cybertips to arrests/safeguarding children – really needed to get the policymakers to reframe how to measure success/progress in fighting online child exploitation. With this in mind, we'd like to fund it this year at the amount of \$500K. We're going to sit down with all the internal teams who work with NCMEC to do a full assessment of all the NCMEC projects and discuss how to fund them. If needed, we may pull this funding from our budget and deprioritize other projects.
DEPRIORITIZED	Get Digital Final amount TBD. May need to balance against commitment to NCMEC or SSI issues, seek funding from policy programs